INVOICE



WSFA 12 East Delano Ave. Montgomery, AL 36105 Main: (334) 288-1212 Billing: (334) 288-1212

www.wsfa.com

Billing Address:

POL/Gillespie, Bill/Mayor/Prattville Attention: Accounts Payable 129 S Washington St Prattville, AL 36067

Description

Send Payment To:

WSFA

Line

Spots: #

Spots: #

5 08/23/16

Weeks:

6 08/23/16

<u>Ch</u>

Ch

WSFA

WSFA

Day Air Date

Day Air Date

Tu 08/23/16

08/23/16

Start Date

08/23/16

08/22/16

Tu 08/23/16

End Date

08/28/16

NBC Early Today

Air Time Description

Today in Alabama 430am 430-5a

MTWTFSS

-T----

Air Time Description

11:49 AM ALABAMA LIVE @ 1130AM

4:50 AM Today in Alabama 430am

Spots/Week

M-Th/Su 4-4:30am

Regions Bank

ATTN: Lockbox # 1400

P.O. Box 11407

Start Date

Birmingham, AL 35246-1400

End Date

Invoice #	Invoice Date	Invoice Month	Invoice Period
1571601-1	08/28/16	August 2016	08/01/16 - 08/23/16

Property	Account Executive	Sales Office	Sales Region
WSFA	Kerry Morrison	WSFA	Local

<u>Number</u>	Estimate Nur	Product	Advertiser
		Mayoral Election August 2	POL/Gillespie, Bill/Mayor/Pı
		Mayoral Election August 2	POL/Gillespie, Bill/Mayor/Pi

Spots/

Week

Length Ad-ID

Length Ad-ID

1:45

1:45

1:45 Gillespie

1:45 Gillespie

for Mayor

\$17.50

for Mayor

\$7.00

of

of

NM

NM

Length

Flight Dates	Order #	Alt Order #
08/22/16 - 08/23/16	1571601	
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		

Agency Code	Advertiser Code Product 1/2	
Agency Ref	Advertiser Ref	

Agency Ref	Advertiser Ref

Rate

Type

Rate Type

Rate Type

\$17.50 NM

\$105.00 NM

1 WSFA M 08/22/16 6:44 AM Today In Alabama 6a-7a 1:45 Gillespie for Mayor \$700.00 2 08/22/16 08/22/16 WSFA 12 News at Six - N6-630pm M 2:00 1 \$1,400.00 NM Weeks: Start Date 08/22/16 End Date 08/28/16 MTWTFSS M Spots/Week N Rate 1,400.00 Start/End Time 1.45 Gillespie For Mayor Rate T Spots: # Ch 08/23/16 08/23/16 NBC Today Show 3 10-11am -T 1:45 Gillespie for Mayor \$1,225.00 Weeks: Start Date 08/22/16 08/23/16 NBC Today Show 3 10-11am -T 1:45 I \$140.00 NM Spots: # Ch 08/22/16 08/28/16 -T 1 \$140.00 Spots/Week 140.00 Rate 140.00 <t< th=""><th>1 08/22/16</th><th>08/22/16</th><th>Today In</th><th>Alabama</th><th>6a-7a</th><th>M</th><th>2:00</th><th>1</th><th>\$800.00</th><th>NM</th><th></th></t<>	1 08/22/16	08/22/16	Today In	Alabama	6a-7a	M	2:00	1	\$800.00	NM	
1 WSFA M 08/22/16 6:44 AM Today In Alabama 6a-7a 1:45 Gillespie for Mayor \$700.00 2 08/22/16 08/22/16 WSFA 12 News at Six - W6-630pm M 2:00 1 \$1,400.00 NM Weeks: Start Date 08/22/16 End Date 08/28/16 MTWTFSS M Spots/Week 08/28/16 Rate 08/22/16 Rate Time Description Start/End Time 06-630pm Length Ad-ID 1:45 Gillespie 07 Mayor \$1,225.00 3 08/23/16 08/23/16 NBC Today Show 3 10-11am -T 1:45 1 \$140.00 NM Weeks: Start Date 08/22/16 08/28/16 - T Spots/Week 08/22/16 08/28/16 - T Start/End Time 08/21/16 08/28/16 - T Rate 10-11am 1:45 Gillespie 07 Mayor 07 07 \$140.00 4 08/23/16 08/23/16 ALABAMA LIVE @ 1130/1130A-12P -T 1:45 1 \$105.00 NM	Weeks:			-	Spots/Week 1						
2 08/22/16 08/22/16 WSFA 12 News at Six - N6-630pm M 2:00 1 \$1,400.00 NM Weeks: Start Date 08/22/16 08/28/16 M 1 \$1,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T 1 WSFA M 08/22/16 6:27 PM WSFA 12 News at Six - MF 6-630pm 1:45 Gillespie for Mayor \$1,225.00 Spots: # Ch Day Air Date MTWTFSS Spots/Week 08/23/16 NBC Today Show 3 10-11am -T 1:45 1 \$140.00 NM Weeks: Start Date 08/23/16 08/28/16 -T 1 \$140.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T 1 WSFA Tu 08/23/16 10:28 AM NBC Today Show 3 10-11am 1:45 Gillespie for Mayor of \$140.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T 1 WSFA Tu 08/23/16 10:28 AM NBC Today Show 3 10-11am 1:45 Gillespie for Mayor of \$140.00 Spots: # Ch Date MTWTFSS Spots/Week Rate T 1 Shown Allows Allo	Spots: # Ch	n Day Air	Date Air	Time Descri	ption	Start/End Time	Length A	\d-ID			Rate Typ
Weeks: Start Date 08/22/16 End Date 08/28/16 MTWTFSS Model Spots/Week 1,400.00 Rate \$1,400.00 Spots: # Ch Day Air Date 1 WSFA M 08/22/16 Air Time Description 1 WSFA 12 News at Six - MF 6-630pm 1:45 GiTlespie for Mayor	1 W	SFA M 08	/22/16 6:	44 AM Today	In Alabama	6a-7a	1:45 9	illespie	for Mayor		\$700.00 NI
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T	2 08/22/16	08/22/16	WSFA 12	2 News at Six	- N6-630pm	M	2:00	1	\$1,400.00	NM	
1 WSFA M 08/22/16 6:27 PM WSFA 12 News at Six - MF 6-630pm 1:45 Gillespie for Mayor \$1,225.00 3 08/23/16 08/23/16 NBC Today Show 3 10-11am -T 1:45 1 \$140.00 NM Weeks: Start Date O8/22/16 End Date O8/28/16 MTWTFSS O8/28/16 Spots/Week Start/End Time O8/23/16 Length Ad-ID O8/23/16 Rate TO8/23/16 Rate TO8/23/16 10:28 AM NBC Today Show 3 10-11am 1:45 Gillespie for Mayor of S140.00 \$140.00 NM 4 08/23/16 08/23/16 ALABAMA LIVE @ 1130/1130A-12P -T 1:45 1 \$105.00 NM Weeks: Start Date End Date End Date MTWTFSS Spots/Week Rate	Weeks:				Spots/Week 1						
3 08/23/16 08/23/16 NBC Today Show 3 10-11am -T 1:45 1 \$140.00 NM Weeks: Start Date	Spots: # Ch	n Day Air	Date Air	Time Descri	ption	Start/End Time	Length A	\d-ID			Rate Typ
Weeks: Start Date 08/22/16 End Date 08/28/16 MTWTFSS - T Spots/Week 140.00 Rate 140.00 Spots: # Ch Day Air Date 1 WSFA Tu 08/23/16 Air Time Description 10:28 AM NBC Today Show 3 Start/End Time 10:45 Gillespie for Mayor of	1 WS	SFA M 08	/22/16 6:	27 PM WSFA	12 News at Six - MF	6-630pm	1:45 9	illespie	for Mayor		\$1,225.00 N
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T	3 08/23/16	08/23/16	NBC Tod	ay Show 3	10-11am	-T	1:45	1	\$140.00	NM	
1 WSFA Tu 08/23/16 10:28 AM NBC Today Show 3 10-11am 1:45 Gillespie for Mayor of \$140.00 4 08/23/16 08/23/16 ALABAMA LIVE @ 1130/1130A-12P -T 1:45 1 \$105.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate	Weeks:				Spots/Week 1						
4 08/23/16	Spots: # Ch	Day Air	Date Air	Time Descri	<u>otion</u>	Start/End Time	Length A	\d-ID			Rate Typ
Weeks: Start Date End Date MTWTFSS Spots/Week Rate	1 WS	SFA Tu 08	/23/16 10:	28 AM NBC T	oday Show 3	10-11am	1:45 G	illespie	for Mayor	of	\$140.00 N
	4 08/23/16	08/23/16	ALABAM	A LIVE @ 113	30/1130A-12P	-T	1:45	1	\$105.00	NM	
	Weeks:				Spots/Week 1						

Start/End Time

Start/End Time

1130A-12P

Rate

\$17.50

430-5a

MTWTFSS

Start/End Time

We Warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

INVOICE



Send Payment To:
WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1571601-1	08/28/16	August 2016	08/01/16 - 08/23/16

Advertiser	Product	Estimate Number
POL/Gillespie, Bill/Mayor/P	Mayoral Election August 2	

www.wsfa.com

Line	Start Date	End Date	Descriptio	on	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
						-T					
	Weeks: ts: <u>#</u> <u>Ch</u> <i>1</i> WS	Start Date 08/22/16 Day Air FA Tu 08/ Unresolv	23/16	MTWTFSS -T Time Descri NBC E	Spots/Week 1 otion arly Today	Rate \$7.00 Start/End Time M-Th/Su 4-4:30		th Ad-ID			Rate Type \$7.00 NM
					9.00	Total Spots		5			

Payment Terms 30 Days

Gross Total

\$2,187.50

Agency Commission

\$328.12

Net Amount Due

\$1,859.38

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